



*"Professional Guidance for Business Growth"*

## June 29, 2015

**In Today's Weekly Connection:**

- + **Spotlight on Success – Right Weigh Innovations**
- + **SBDC's In The News – SBDCs – Must Have for Small Biz**
- + **Maximizing Neoserra – Activating Clients - Deadline**
- + **Valued Resources – Benefits of a Google Plus Account**
- + **IESBGA Update – IESBGA Survey**
- + **"The Profit" Casting Announcement**
- + **Network News and Moves – Changes at the USEAC**
- + **How Patenting Changes May Affect Small Innovators**
- + **America's SBDC Network Connect**

### **Spotlight on Success – Right Weigh Innovations**

A business started in 2013 in Noble, Illinois, is manufacturing a new kind of in-motion truck scale, outfitted with technology that can weigh vehicles without them having to stop. Southern Illinois Scale in Noble, working with Rinstum, a weighing products development company; **the Illinois Small Business Development Center at Illinois Eastern Community College and the Illinois SBDC's International Trade Center at the Campaign County EDC**; and the Richland County Development Corporation, is producing the scales through a new company called Right Weigh Innovations.

Southern Illinois Scale president, Brad Fryburger, said Southern Illinois Scale began in 1997 and has grown to 13 employees. He said Rinstrum Vice President/General Manager John Lawn came to him three years ago with the prospect of building and distributing an in-motion scale. Lawn and Fryburger have known each other for over 20 years. When Lawn approached Fryburger with the idea, he said, "He immediately understood the concept."

Fryburger started Right Weigh in 2013 as a new business to manufacture the scale. They have four full-time workers and on part-time, with hopes of expansion. The company is currently developing an In-motion Rail Scale and an In-Motion Off Road Quarry Track Scale, both of which will be released later this year, with several other products in early development stages. Lawn said they are working on achieving a Legal for Trade classification for in-motion scales, which is not written into current law and would open up markets for this product.

**Illinois SBDC at Illinois Eastern Community College Program Director Barney Brumfiel and International Trade Specialist Kathie Cravens from the Illinois ITC at Campaign County EDC** also helped in establishing Right Weigh.

In an emailed statement, Cravens said that Brad and Ashley Fryburger have been working with the **ITC at Campaign County** for over a year, getting assistance to make their first shipment to Australia. "In addition to exports to Australia, the new start-up exporting entity will be shipping to New Zealand and South America. With export expertise of the International Trade Specialist, Right Weigh Innovations is getting assistance and training in export documentation, international logistics, international payment methods and learning about the intricacies of international trade," Cravens wrote.

She stated the AUSFTA (Australia-US Free Trade Agreement) has been a big benefit to Right Weigh. "Free Trade Agreements have proved to be one of the best ways to open up foreign markets to U.S. exporters. The reduction of trade barriers and the creation of a more stable and transparent trading and investment environment make it easier and cheaper for U.S. companies to export their products and services to trading partner markets."

Brumfiel said **the Illinois SBDC at Eastern Illinois Community College** has worked with Fryburger since around 2000. With Right Weigh, he said they have worked on issues such as funding, financing, marketing and business model agreements with other partners.

### **SBDC's In The News**

It's official! The Small Business Development Center has made national news as a MUST-HAVE for any small business hoping to succeed in today's economic climate. Our business consultants provide "one of the best services" available due to our expertise and ability to provide assistance at virtually no cost to small businesses. Read more at:

<http://www.usatoday.com/story/money/business/small%20business/2015/05/01/small-business-columnist-abrams-meet/26546699/>

### **Maximizing Neoserra – Activating Clients**

When entering advising notes into a client's profile following a counselling session, make sure the client's profile is active. To do this, simply click "edit" on the profile and select the drop down menu next to "Client/Pre-client type" and be sure it reads "Active Client."

### **Neoserra**

#### **IMPORTANT NOTICE ! ! ! Neoserra Deadline Monday, July 13, 2015**

All Illinois SBDCs, Illinois SBDC International Trade Centers, Illinois SBDC with TIES and Illinois PTACs,

June 30, 2015 marks the end of State Fiscal Year 2015, the end of the 3<sup>rd</sup> Quarter for the Federal Fiscal Year 2015, the completion of the first 6 months for the Illinois SBDC 2015 program year and the end of the program year 2015 for the Illinois PTAC Program. These are very important reporting periods for our State and Federal stakeholders. It is vital that each center compile ALL of its outstanding client information and make sure it is **ALL entered into Neoserra by close of business (COB), Monday, July 13, 2015.** It is extremely important that all of the center performance information is entered into Neoserra.

The information that needs to be entered into Neoserra ASAP includes all new client profiles and client advising activity, all outstanding business advisor notes, all client milestones and any outstanding economic impact information, the required narrative reports and success

story profiles. Please be sure to follow up with your clients and secure any outstanding economic impact verifications to ensure you receive credit for your efforts. Also, please don't forget to enter all of your program costs for Jan-June 2015 into the Grantee Reporting system (GRS).

Thank you for giving this important notice your utmost attention.

### **Valued Resources – Benefits of a Google Plus Account**

Despite all the hoopla that surrounded the new social site when it was first released, many businesses are ignoring Google Plus completely in exchange for increased focus on sites like Facebook and Twitter. While 72 of the world's largest 100 brands have a Google Plus page, nearly 40 percent of them haven't posted any content on the site. But when you consider that Google Plus is the brainchild of the world's most powerful search engine, is it really the brightest strategy to ignore Google Plus for business? Read more at:

<http://smallbiztrends.com/2013/05/dont-ignore-google-plus-for-business.html>

### **IESBGA Update - Survey**

As a final reminder, please be sure to take the IESBGA survey that was sent around at the beginning of the month. Your input on areas of improvement or the development of more seminars in certain fields is incredibly important to us as we create the itinerary for next year's conference. Thank you to those who have participated already, and we look forward to getting more great feedback.

### **"The Profit" Casting Announcement**

Members of the Illinois SBDC Network, please see the email and the Profit Casting Announcement below from Beth Bigler with Machete Productions. Could be a great opportunity for one of your clients.

*Hi, Mark,*

*I work for Machete Productions, and we produce unscripted television series, including "The Profit" on CNBC. If you haven't seen the show, it's a fantastic opportunity for businesses that need some help to get assistance from Marcus Lemonis, CEO of Camping World and other companies.*

*We're casting for our new season so I wondered if we might be able to post an announcement either through your social media/newsletter/website to the other SBDC's in Illinois? If there are any of your clients who might be seeking this kind of help, this could be an excellent opportunity for them.*

*I have personally had very positive experience as a student at the Women's Business Development Center in Chicago and really admire what the SBDC does for business owners. I hope this opportunity might be a great fit for some of your clients who are in need. Thank you very much!*

*Best-  
Beth Bigler*

The Profit Casting Announcement:

Are you a struggling business that is in need of a cash infusion? Are you in over your head and feeling like you're drowning with no hope of turning your company around? Do you

need contacts and experience to become national? If so, CNBC's THE PROFIT may be your lifeline. Marcus Lemonis is The Profit, America's #1 business turnaround artist. He'll do whatever it takes to fix your business— in the past ten years, he's successfully turned around over 100 companies. Are you next? Save your business by applying now:

<http://www.theprofitcasting.com/>

Beth Bigler, Director of Development

Machete Productions

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### **Network News and Moves - Changes at the USEAC**

Congratulations to Dennis Foldenauer with SBA who has recently moved from the U. S. SBA Illinois District Office to the USEAC in Chicago. Below is a brief note from Dennis regarding his move. CONGRATULATIONS AND BEST WISHES, Dennis!!!

Illinois SBDC Network,

Some of you may know me from my Affordable Care Act outreach on behalf of SBA's Illinois District Office. I recently moved to a new position as SBA's Regional Manager for Illinois and Wisconsin in SBA's Export Solutions Group, a division of SBA's Office of International Trade. My new office is at the Chicago U.S. Export Assistance Center.

While in SBA's Illinois District Office, I helped with general outreach on everything SBA does, but in this new role, I will focus on SBA's trade finance products, Export Express, Export Working Capital and International Trade Loans. In some cases, lenders and borrowers are unaware of the SBA trade finance programs, and I hope to help get the word out as much as possible about what great products these are.

Earlier, I sent out an email to the Illinois SBDC International Trade Centers, but if you or your SBDC clients have questions about trade finance, please let me know, and I'll help see if SBA can be part of the solution.

I look forward to working with you all in this new role, and please feel free to contact me any time.

Have a great weekend!

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### **How Patenting Changes May Affect Small Innovators**

The Office of Advocacy, an independent office within the U.S. Small Business Administration, released an Issue Brief entitled "[Patenting and Innovative Startups: Putting the America Invents Act \(AIA\) in a Broader Economic Context](#)." The issue brief summarizes some of the potential small business outcomes of the AIA and contextualizes those outcomes for innovative startups. This issue brief finds that policy changes that affect patenting could affect innovative startups as they may heavily utilize patents to raise funds to continue to innovate. [Read brief by clicking here.](#)

### **America's SBDC Network Connect**

Please [CLICK HERE](#) to access the latest issue of [America's SBDC Network Connect Newsletter](#). In this edition you will find information about the America's SBDC 2015 Marketing Toolkit in the "members" section of America's SBDC website and much, much more. Check it out!

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and DCEO Office of Entrepreneurship, Innovation & Technology each Monday to members of the DCEO Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. You may send any information to share with the Illinois SBDC Network to [Tom.Becker@illinois.gov](mailto:Tom.Becker@illinois.gov). Please feel free to forward this update to other interested resource providers and key stakeholders.

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